

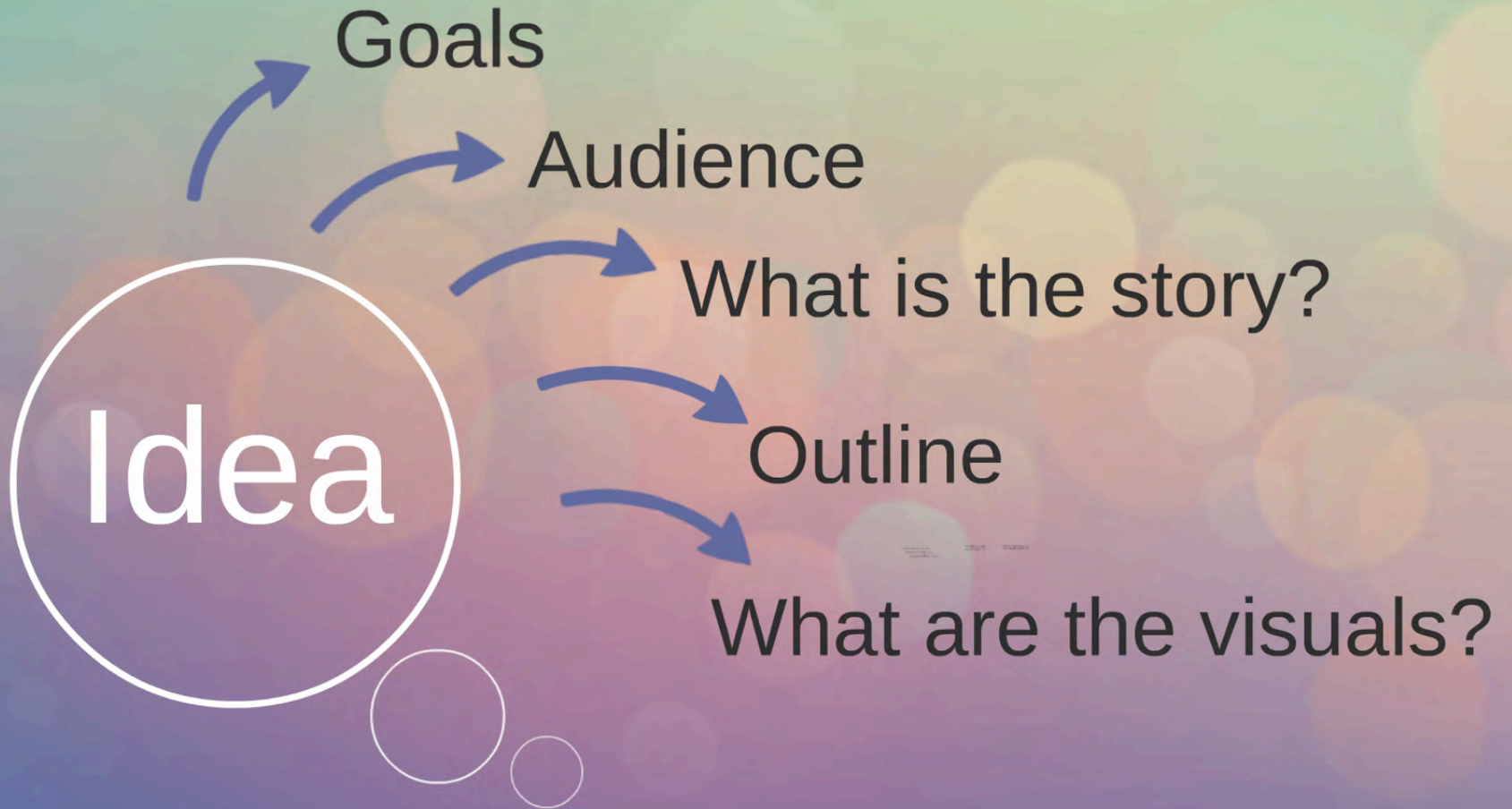
How to make people cry (or laugh)

The Art and Science of Interviewing on Camera

Plus a couple words about equipment

Dan Kim and Marcin Szczepanski

(With a lot of help from Evan Dougherty
and Joseph Xu)



Getting it Done

- Students
- Freelancers and vendors
- Hiring professional staff
- Doing it yourself

Live interview using an iPhone (and a little duct tape)



<http://www.youtube.com/watch?v=15alrgmDrss>

Equipment – Four Options

The importance of good sound and
stable video footage

Equipment – Four Options

Option 1: On the Cheap

- iPhone or another smart phone with video capabilities, point and shoot cameras
- Azden wireless lavalier mic system - \$150
- Shotgun mic - Rode Videomic Pro - \$230
- Zoom H4n Audio Recorder - \$270
- Tripod with a Fluid Head - \$150

Equipment – Four Options

Option 2: Inexpensive HDSLR

- Lower(rish) level HDSLR camera like Canon T3i, small HD camcorder - \$600
- Long lens Canon 75-300mm -\$200
- Tripod - \$150
- Audio equipment - \$620
- Light Kit - \$200-\$300

Equipment – Four Options

Option 3: Higher end HDSLR

- HDSLR: Canon 5d Mark III

OR

Video Camcorder: Panasonic HVX 200A or Sony EX1

– \$3500-5,000

- Professional lenses – \$2000-4000
- Professional quality mics (Sennheiser) and audio recorder - \$1500
- Mid-range tripod - \$600
- Mid-range LED light kit - \$2000

Equipment – Four Options

Option 4: High end camera

- Sky is the limit – professional film cameras with interchangeable lenses, fully equipped studio, sliders, dollies, etc.

The Art and Science of
On Camera Interviewing
Or
How to Make Someone Cry

Why do we even need an interview?

- It's the backbone of your story
- Source of information and emotions

<http://www.youtube.com/watch?v=so4Hj0Dg2yw>

The interview as science



Set up

- You need light!
- The use of natural light
- Artificial light
- Composition
- Keep everything at eye level
- Background
- <http://www.youtube.com/watch?v=LZC7i74naol>

Audio

- Audio is more important than video
- Find a quiet place
- Use lavalier mic if you have one
- Mic as close to the mouth as possible
- Wear headphones!!!!
- Use manual settings

The interview as art

- The importance of building trust



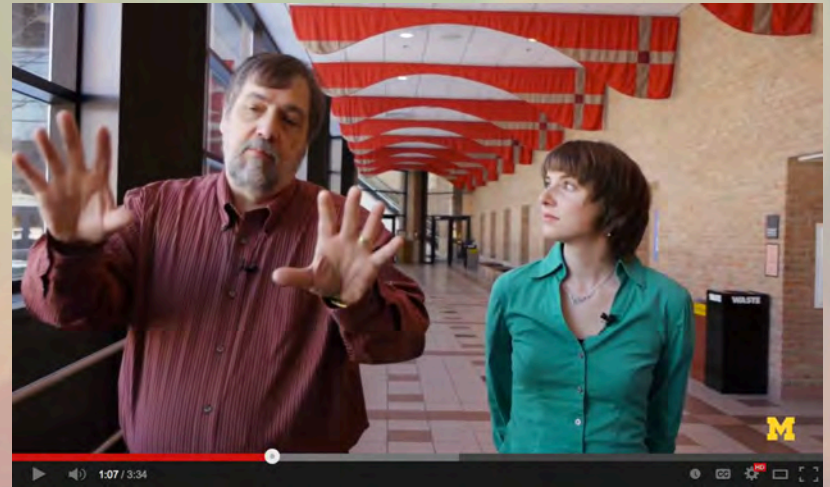
How to achieve your goals?

- Information - Who, what, where, when and why
- Going beyond the basics - Why? Why? Why?
- Getting useable answers
- Make sure you have a possible beginning and end for the video



How to interact with your subject during the interview?

- Think of it as a chat in the bar
- Prepare questions ahead of time and try not to stare at the list
- Use non verbal cues to maintain a conversation
- The importance of silence
- Let them talk
- Maintain eye contact



<http://www.youtube.com/watch?v=mswieo9PAqY&feature=youtu.be>

Emotional state of mind



- Viewers react to human feelings more than to information
- Look for passion – it's your gold
- The sooner you can figure out what the story is the better
- Look for emotions and follow up with questions
- Make them laugh
- Be ready to go deep into emotional stuff
- Why would you want to make people cry?

A non-interview interview



<http://www.youtube.com/watch?v=CrBFDkDtJvs>

Let's do it, people!